

## Assessment & Evaluation of Education Projects:

How We Know Our Efforts Are Successful!

Elizabeth A. Day-Miller, Ph.D.

BridgeWater Education Consulting, LLC

[Beth@BridgeWaterEC.com](mailto:Beth@BridgeWaterEC.com)

(540) 828-2384

### Tips for Hiring an External Evaluator

- Define the scope of work; be as specific as possible.
- Determine the budget.
- Identify consultants with experience working on evaluation of education projects (science).
- Interview consultants who seem qualified. Try to determine:
  - Relevance of previous work experience.
  - Workload of consultant and associates. Will deadlines be met?
  - Work Style of consultant. Are they collaborative, flexible, good listeners, interested in your unique project?
- Request a written proposal that details process, timeline, responsibilities, and budget.
- Check references; recent client list to assess consultant's ability to meet deadlines and adapt to unforeseen circumstances.
- Make selection on qualifications and "match".
- If writing a proposal, involve the evaluator early in the process.
- Develop a written agreement or contract that details expectations, deliverables, timeline, and budget.
- Be forthcoming and flexible. The consultant will do their best job if they fully understand the challenges faced by the project team.

Data Collection Method	Knowledge	Skills	Attitudes	Behaviors
Test	X	X		
Questionnaire or Survey	X	X	X	(X)
Observation		X		X
Interview	X		X	(X)
Focus Group	(X)		X	
Case Study	X	X	X	X
Concept Map	X		(X)	
Document or Product Review	X	X	(X)	X
Literature Review	X	X	X	X
(X) Indicates that this technique may be, but is not always, appropriate to evaluate this type of learning.				

EVALUATION METHODS							
AUDIENCE	Test	Questionnaire or Survey	Observation	Interview	Focus Group	Case Study	Concept Map
Adults who know you or your organization	GOOD	GOOD	GOOD	GOOD	GOOD	GOOD	GOOD
Adults who do not know you or your organization	FAIR TO POOR	GOOD	GOOD	GOOD	GOOD	FAIR	GOOD TO FAIR
Decision-makers/ Policy Makers/ Community Leaders	GOOD TO FAIR	GOOD TO FAIR	GOOD TO FAIR	GOOD	FAIR	GOOD	FAIR
Cultural Groups (other than your own)	POOR	FAIR TO POOR	GOOD TO FAIR	FAIR TO POOR	GOOD TO FAIR	FAIR TO POOR	GOOD TO FAIR
Teachers	FAIR	GOOD	GOOD	GOOD	GOOD	GOOD	FAIR
Teens	FAIR	FAIR	FAIR	GOOD	FAIR	GOOD	GOOD
8-12 year olds	FAIR	FAIR	FAIR	FAIR	FAIR	FAIR	GOOD
3-7 year olds	N/A	N/A	GOOD	FAIR TO POOR	FAIR TO POOR	FAIR TO POOR	N/A

EVALUATION METHODS						
EDUCATION MECHANISM	Test	Questionnaire or Survey	Observation	Interview	Focus Group	Concept Map
Talk/Lecture (short, single event)	GOOD TO FAIR	FAIR	POOR	POOR	POOR	FAIR
Workshop (single event)	GOOD	GOOD	POOR	FAIR	FAIR	GOOD TO FAIR
Series (multiple meetings)	GOOD	GOOD	FAIR	GOOD	FAIR	GOOD
Training (skill building)	FAIR	FAIR	GOOD TO FAIR	GOOD	GOOD	FAIR
Tour (adults)	FAIR	FAIR	FAIR	GOOD	FAIR	FAIR
Tour (3-16 year olds)	POOR	POOR	FAIR TO POOR	FAIR	FAIR	FAIR
Festival/Event	N/A	GOOD	FAIR	GOOD	FAIR	N/A
Interpretative Signage	FAIR	FAIR	GOOD TO FAIR	GOOD	FAIR	N/A
Exhibit	FAIR	GOOD	GOOD TO FAIR	GOOD	GOOD	GOOD
Curriculum Packet/ Materials	FAIR	GOOD	FAIR	GOOD	FAIR	GOOD
Kits/Activities	FAIR	GOOD	FAIR	GOOD	FAIR	GOOD
Printed Materials	FAIR	FAIR	POOR	GOOD	FAIR	POOR
Media (e.g., video)	FAIR	GOOD TO FAIR	N/A	GOOD	GOOD	FAIR
Interactive Media (e.g., CD)	FAIR	GOOD TO FAIR	GOOD	GOOD	GOOD	GOOD
Website	FAIR	GOOD TO FAIR	GOOD	GOOD	FAIR	GOOD

EXPECTED OUTCOMES					
EVALUATION METHODS	Changes in Knowledge	Changes in Skills	Changes in Attitudes	Changes in Intended Behaviors/Actions	Changes in Behaviors/Actions
Test	GOOD	FAIR-POOR	N/A	N/A	N/A
Questionnaire or Survey	GOOD	POOR	GOOD-FAIR	FAIR	FAIR
Observation	FAIR	GOOD	FAIR	FAIR	GOOD
Interview	GOOD	POOR	GOOD	GOOD	GOOD-FAIR
Focus Group	POOR	POOR	FAIR-POOR	FAIR-POOR	FAIR-POOR
Case Study	GOOD	GOOD	GOOD	GOOD	GOOD
Concept Map	GOOD	POOR	FAIR	POOR	POOR
Document or Product Review	GOOD-FAIR	FAIR	GOOD-FAIR	FAIR	GOOD-FAIR